RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #154180
Mr. J. Derigo
DERIGO SALES (For W. Farms)

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear John:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **240** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. ***(Note: This is not 'pre-sleeved' product.)*** All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
8	*Winston Box*	12300-25379
16	*Winston Light Box*	12300-25380
8	*Winston Ultra Lt Box*	12300-25381

Product PO # 011 ; Displays PO # 012 15 8182-0381

Product / Premium Arrival: **July 6, 1998**

Ship Date to Retail: **Week of: July 20, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT $ Amount: **$8,483.75**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

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$1.00 Off 2-Pack Tear Tape
DERIGO SALES (For W. Farms)

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
1 Carton: *Winston Box*
2 Cartons: Winston Light Box
1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$448.00 (32 (6M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: K. Jurgensen
R. Duszynski
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 842166 TOPS MARKETS, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162237	024864	WILSON FARMS #397	123 N MAIN ST	NORTH SYRACUSE	NY	13212	2		4027-0500		(315)458-1178
162202	162230	669742	WILSON FARMS #396	8340 OSWEGO STREE	LIVERPOOL	NY	13090	2		4027-0500		(315)652-1883
162202	162232	719003	WILSON FARMS #398	207 STATE ST	AUBURN	NY	13021	2		4027-0500		(315)258-9240
162202	162238	767530	WILSON FARMS #772	201 W BROADWAY ST	FULTON	NY	13069	2		4027-0500		(315)593-1632
162205	162237	060217	WILSON FARMS #393	1120 N SALINA ST	SYRACUSE	NY	13208	2		4027-0500		(315)422-3010
162205	162231	782991	WILSON FARMS #780	76 N MAIN ST	CORTLAND	NY	13045	2		4027-0500		(607)758-9656
162205	162230	072903	WILSON FARMS #395	101 VALLEY DR	SYRACUSE	NY	13207	2		4027-0500		(315)424-1130
162205	162237	762846	WILSON FARMS #390	1718 GRANT BLVD	SYRACUSE	NY	13208	2		4027-0500		(315)422-6641
162205	162237	762855	WILSON FARMS #391	2450 JAMES ST	SYRACUSE	NY	13206	2		4027-0500		(315)463-0938
162205	162237	763893	WILSON FARMS #392	618 2ND NORTH AT	SYRACUSE	NY	13208	2		4027-0500		(315)426-1431
162205	162231	771159	WILSON FARMS #781	178 MAIN ST	GROTON	NY	13073	2		4027-0500		(607)898-3033
162601	162629	058772	WILSON FARMS #327	2078 NIAGARA ST	BUFFALO	NY	14207	2		4027-0500		(716)873-6154
162601	162629	801365	WILSON FARMS #733	460 HERTEL AVE	BUFFALO	NY	14207	2		4027-0500		(716)447-1692
162601	162626	075900	WILSON FARMS #330	492 OLIVER ST	NORTH TONAWAND	NY	14120	2		4027-0500		(716)692-6266
162601	162626	765421	WILSON FARMS #347	2550 MILLERSPORT	GETZVILLE	NY	14068	2		4027-0500		(716)688-1208
162601	162625	765439	WILSON FARMS #344	256 FOREST AVE	BUFFALO	NY	14213	2		4027-0500		(716)886-6499
162601	162629	765566	WILSON FARMS #342	2458 DELAWARE AVE	BUFFALO	NY	14216	2		4027-0500		(716)873-4478
162601	162626	765575	WILSON FARMS #329	115 BROAD ST	TONAWANDA	NY	14150	2		4027-0500		(716)692-0249
162601	162626	923391	WILSON FARMS #359	7610 BUFFALO AVE	NIAGARA FALLS	NY	14304	2		4027-0500		(716)283-2246
162601	162626	226876	WILSON FARMS #360	1504 PINE AVE	NIAGARA FALLS	NY	14301	2		4027-0500		(716)285-2613
162601	162622	303996	WILSON FARMS #339	95 S TRANSIT ST	LOCKPORT	NY	14094	2		4027-0500		(716)439-0767
162601	162626	398779	WILSON FARMS #318	2620 NIAGARA ST	NIAGARA FALLS	NY	14303	2		4027-0500		(716)282-1163
162601	162626	398807	WILSON FARMS #306	1618 18TH ST	NIAGARA FALLS	NY	14305	2		4027-0500		(716)285-6061
162601	162626	398815	WILSON FARMS #361	1787 LOVE RD	GRAND ISLAND	NY	14072	2		4027-0500		(716)773-6000
162601	162626	422975	WILSON FARMS #351	2310 HYDE PARK BL	NIAGARA FALLS	NY	14305	2		4027-0500		(716)285-1618
162601	162626	451130	WILSON FARMS #337	1202 NIAGARA FALL	TONAWANDA	NY	14150	2		4027-0500		(716)836-4566
162601	162629	490483	WILSON FARMS #328	2412 ELMWOOD AVE	KENMORE	NY	14217	2		4027-0500		(716)876-8734
162601	162625	540545	WILSON FARMS #345	171 GRANT ST	BUFFALO	NY	14213	2		4027-0500		(716)884-6985
162601	162626	545966	WILSON FARMS #338	837 NASH RD	NORTH TONAWAND	NY	14120	2		4027-0500		(716)694-0038
162601	162622	587981	WILSON FARMS #336	43 LINCOLN PARK D	TOWN TONAWANDA	NY	14223	2		4027-0500		(716)836-5019
162601	162626	597988	WILSON FARMS #348	6880 PLAZA DR	NIAGARA FALLS	NY	14304	2		4027-0500		(716)731-2584
162601	162626	672425	WILSON FARMS #332	533 NIAGARA ST	TONAWANDA	NY	14150	2		4027-0500		(716)693-2979
162601	162622	675049	WILSON FARMS #341	741 KENMORE AVE	BUFFALO	NY	14223	2		4027-0500		(716)446-0312
162601	162626	719002	WILSON FARMS #730	1490 ELMWOOD & SH	KENMORE	NY	14217	2		4027-0500		(716)447-8823
162601	162626	743661	WILSON FARMS #381	8109 NIAGARA FALL	NIAGARA FALLS	NY	14304	2		4027-0500		(716)283-3347
162601	162626	763885	WILSON FARMS #732	906 BRIGHTON RD	TONAWANDA	NY	14150	2		4027-0500		(716)834-1858
162601	162626	764621	WILSON FARMS #322	433 DIVISION ST	NORTH TONAWAND	NY	14120	2		4027-0500		(716)694-9322
162601	162626	765000	WILSON FARMS #311	402 NIAGARA ST	NIAGARA FALLS	NY	14301	2		4027-0500		(716)285-4497
162601	162622	765002	WILSON FARMS #350	1 PARK AVE	LOCKPORT	NY	14094	2		4027-0500		(716)433-1770
162601	162625	765189	WILSON FARMS #326	601 PROSPECT AVE	BUFFALO	NY	14213	2		4027-0500		(716)881-0130
162601	162629	765214	WILSON FARMS #346	584 ONTARIO ST	BUFFALO	NY	14207	2		4027-0500		(716)873-4788
162601	162626	765224	WILSON FARMS #352	9101 NIAGARA FALL	NIAGARA FALLS	NY	14303	2		4027-0500		(716)297-2053

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WHOLESALER : 842166 TOPS MARKETS, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162626	765225	WILSON FARMS #353	1500 MAIN ST	NIAGARA FALLS	NY	14305	2		4027-0500		(716)285-4404
162601	162626	765226	WILSON FARMS #354	2824 PINE AVE	NIAGARA FALLS	NY	14301	2		4027-0500		(716)285-1058
162601	162626	765283	WILSON FARMS #355	6955 WARD RD	WHEATFIELD	NY	14120	2		4027-0500		(716)694-6394
162602	162622	128343	WILSON FARMS #340	1623 EGGERT RD	AMHERST	NY	14226	2		4027-0500		(716)837-5469
162602	162622	397962	WILSON FARMS #349	79 ROCHESTER RD	MIDDLEPORT	NY	14105	2		4027-0500		(716)735-9110
162602	162629	396989	WILSON FARMS #319	281 PARKSIDE AVE	BUFFALO	NY	14214	2		4027-0500		(716)834-3974
162602	162629	397297	WILSON FARMS #357	755 DICK RD	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)684-0022
162602	162629	397958	WILSON FARMS #317	2761 HARLEM RD	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)891-8138
162602	162629	397961	WILSON FARMS #316	889 BEACH RD	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)634-0246
162602	162629	535521	WILSON FARMS #312	3428 BAILEY AVE	BUFFALO	NY	14215	2		4027-0500		(716)835-0774
162602	162629	535523	WILSON FARMS #356	2275 GENESEE ST	BUFFALO	NY	14211	2		4027-0500		(716)894-5175
162602	162622	563974	WILSON FARMS #366	1820 MAPLE RD	AMHERST	NY	14221	2		4027-0500		(716)636-1650
162602	162630	566891	WILSON FARMS #389	3336 LATTA RD	GREECE	NY	14612	2		4027-0500		(716)723-6149
162602	162622	615913	WILSON FARMS #363	4950 HARLEM RD	AMHERST	NY	14226	2		4027-0500		(716)839-4667
162602	162622	643127	WILSON FARMS #362	5589 TRANSIT RD	EAST AMHERST	NY	14051	2		4027-0500		(716)639-7528
162602	162630	700398	WILSON FARMS #750	15 LAKE AVE	HILTON	NY	14468	2		4027-0500		(716)392-8110
162602	162630	710613	WILSON FARMS #382	505 E MAIN ST	BATAVIA	NY	14020	2		4027-0500		(716)345-0143
162602	162622	747701	WILSON FARMS #731	9440 MAIN ST	CLARENCE	NY	14031	2		4027-0500		(716)759-7905
162602	162621	763309	WILSON FARMS #374	25 CHESTNUT RIDGE	ROCHESTER	NY	14624	2		4027-0500		(716)247-1419
162602	162625	764506	WILSON FARMS #323	304 ELMWOOD AVE	BUFFALO	NY	14222	2		4027-0500		(716)882-2655
162602	162629	764608	WILSON FARMS #321	3211 MAIN ST	BUFFALO	NY	14214	2		4027-0500		(716)834-4018
162602	162622	764630	WILSON FARMS #320	2006 DODGE RD	EAST AMHERST	NY	14051	2		4027-0500		(716)688-1685
162602	162629	764958	WILSON FARMS #314	1055 WALDEN AVE	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)897-2666
162602	162629	765384	WILSON FARMS #304	1650 KENSINGTON A	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)836-7668
162602	162625	765529	WILSON FARMS #343	782 ELMWOOD AVE	BUFFALO	NY	14222	2		4027-0500		(716)886-1915
162603	162629	194519	WILSON FARMS #334	475 FRENCH RD	CHEEKTOWAGA	NY	14227	2		4027-0500		(716)674-3488
162603	162625	025110	BROADWAY MKT #23/B	999 BROADWAY ST	BUFFALO	NY	14212	2				(716)897-3202
162603	162625	396951	WILSON FARMS #307	1971 S PARK AVE	BUFFALO	NY	14220	2		4027-0500		(716)822-6881
162603	162625	396953	WILSON FARMS #703	481 ABBOTT RD	BUFFALO	NY	14220	2		4027-0500		(716)825-5253
162603	162625	396956	WILSON FARMS #308	2406 S PARK AVE	BUFFALO	NY	14220	2		4027-0500		(716)826-8341
162603	162625	397350	WILSON FARMS #309	4075 SENECA ST	WEST SENECA	NY	14224	2		4027-0500		(716)674-1944
162603	162623	440179	WILSON FARMS #333	3725 S PARK AVE	BLASDELL	NY	14219	2		4027-0500		(716)825-6930
162603	162622	512696	WILSON FARMS #335	4935 WILLIAM ST	LANCASTER	NY	14086	2		4027-0500		(716)681-7168
162603	162625	554353	WILSON FARMS #315	1540 BROADWAY ST	BUFFALO	NY	14212	2		4027-0500		(716)896-8981
162603	162623	563984	WILSON FARMS #364	305 BUFFALO ST	HAMBURG	NY	14075	2		4027-0500		(716)646-5705
162603	162625	586468	WILSON FARMS #302	975 ABBOTT RD	BUFFALO	NY	14220	2		4027-0500		(716)825-3556
162603	162623	626301	WILSON FARMS #384	4931 S. LAKESHORE	HAMBURG	NY	14075	2		4027-0500		(716)627-4008
162603	162625	764761	WILSON FARMS #324	537 POTTERS RD	WEST SENECA	NY	14220	2		4027-0500		(716)823-0332
162603	162625	764965	WILSON FARMS #301	398 DINGENS ST	BUFFALO	NY	14206	2		4027-0500		(716)822-3378
162603	162625	765099	WILSON FARMS #305	1095 E LOVEJOY ST	BUFFALO	NY	14206	2		4027-0500		(716)895-9546
162603	162623	765134	WILSON FARMS #331	4981 S. WESTERN B	HAMBURG	NY	14075	2		4027-0500		(716)648-1203
162603	162629	765599	WILSON FARMS #358	5990 TRANSIT RD	DEPEW	NY	14043	2		4027-0500		(716)684-3362
162604	162620	029168	WILSON FARMS #378	1691 CULVER RD	ROCHESTER	NY	14609	2		4027-0500		(716)482-2937

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WHOLESALER : 842166 TOPS MARKETS, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162621	375902	WILSON FARMS #365	622 PARK AVE	ROCHESTER	NY	14607	2		4027-0500		(716)442-0301
162604	162621	492200	WILSON FARMS #369	291 DEWEY AVE	ROCHESTER	NY	14608	2		4027-0500		(716)254-6597
162604	162621	542132	WILSON FARMS #368	1218 JAY ST	ROCHESTER	NY	14611	2		4027-0500		(716)235-2529
162604	162620	763233	WILSON FARMS #373	969 BAY ST	ROCHESTER	NY	14609	2		4027-0500		(716)288-0383
162604	162630	763409	WILSON FARMS #375	4424 LAKE AVE	ROCHESTER	NY	14612	2		4027-0500		(716)865-1092
162604	162630	763472	WILSON FARMS #376	2678 DEWEY AVE	GREECE	NY	14616	2		4027-0500		(716)663-4510
162604	162621	763745	WILSON FARMS #379	890 MONROE AVE	ROCHESTER	NY	14620	2		4027-0500		(716)271-7085
162604	162620	764304	WILSON FARMS #372	233 RIDGE RD E	ROCHESTER	NY	14621	2		4027-0500		(716)467-1119
162604	162620	764313	WILSON FARMS #370	1475 N GOODMAN AV	ROCHESTER	NY	14613	2		4027-0500		(716)467-7148
162604	162621	764317	WILSON FARMS #371	884 EMERSON ST	ROCHESTER	NY	14609	2		4027-0500		(716)254-5637
162604	162621	782992	WILSON FARMS #754	923 S CLINTON AVE	ROCHESTER	NY	14620	2		4027-0500		(716)473-5429
162604	162620	971111	WILSON FARMS #380	2288 CULVER RD	ROCHESTER	NY	14609	2		4027-0500		(716)544-9448
162604	162620	089393	WILSON FARMS #377	2300 MAIN ST E	ROCHESTER	NY	14609	2		4027-0500		(716)288-0207
162606	162225	128628	WILSON FARMS #383	131 W STATE ST	OLEAN	NY	14760	2		4027-0500		(716)372-8309
162606	162628	494775	WILSON FARMS #388	67 CHAUTAUQUA STR	LAKEWOOD	NY	14750	2		4027-0500		(716)763-4112
162606	162628	568309	WILSON FARMS #385	340 ALLEN ST	JAMESTOWN	NY	14701	2		4027-0500		(716)484-2119
162606	162628	740876	WILSON FARMS #721	321 HAZELTINE AVE	JAMESTOWN	NY	14701	2		4027-0500		(716)661-3159
162606	162628	765318	WILSON FARMS #386	1011 E 2ND ST	JAMESTOWN	NY	14701	2		4027-0500		(716)665-4139
162606	162628	765450	WILSON FARMS #387	518 N MAIN ST	JAMESTOWN	NY	14701	2		4027-0500		(716)664-7513

PAGE BREAK TOTAL ACCOUNTS 104 TOTAL QUANTITY 208

TEMPLATE TOTAL ACCOUNTS 104 TOTAL QUANTITY 208

********** END OF REPORT FOR PROMOTION 800750 **********

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WHOLESALER PACKING INSTRUCTIONS

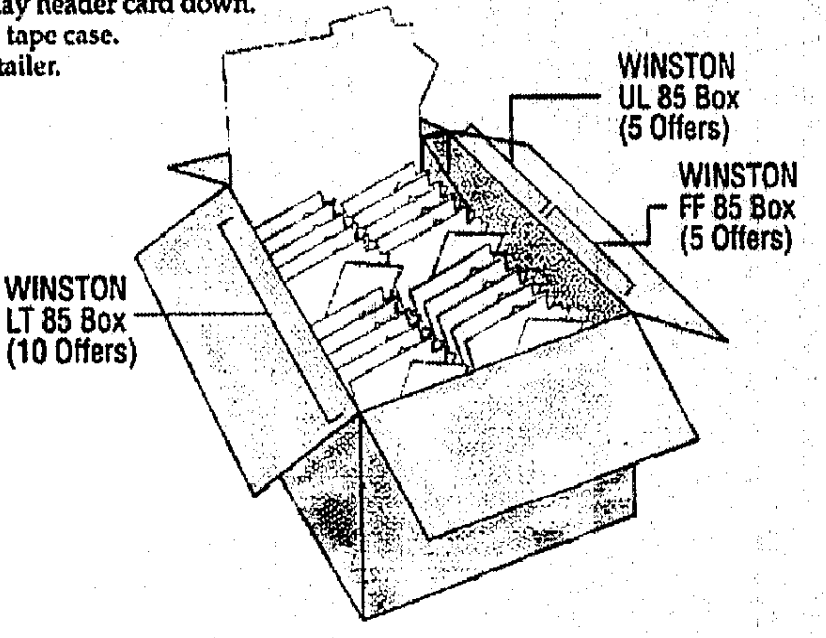
VALUE ADDED PROMOTION | **3RD QTR.'98**

July Winston $1 OFF 2 Packs

(Winston Buy 2 Packs Get $1 Off)

STEPS

1. Open WINSTON $1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. *(10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.)* DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL 51/2 PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of Cartons	1	2	1			

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